

storing the captured terms of the trade promotion in an independent system operator database;

collecting from the retailer product POS data from at least one in-store POS system of the retailer;

filtering the product POS data using the promoted product identification stored in the independent system operator database to obtain promoted product POS data;

processing the promoted product POS data in accordance with the stored payment term information of the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

~~Please amend Claim 23 as follows:~~

23. (Twice Amended) A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

means for the independent system operator to capture the terms of the trade promotion for the promoted product at least including promoted product identification and payment term information for said trade promotion;

means for the independent system operator to collect from the retailer product POS data from at least one in-store POS system of the retailer;

means for the independent system operator to filter the product POS data using the promoted product identification to obtain promoted product POS data for the promoted product;

*y32
contd*
means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and the captured payment term information of the trade promotion; and

means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion.

~~Please amend Claim 30 as follows:~~

30. (Twice Amended) A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

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storing the terms of the trade promotions at least including promoted product identification and payment term information for said trade promotion in an independent system operator database;

providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions;

collecting from the retailer the product POS data during the trade promotions from at least one in-store POS system of the retailer;

filtering the product POS data based on the stored promoted product identification to obtain promoted product POS data;

storing the promoted product POS data in the independent system operator database;

y3
determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and the payment term information of the trade promotion stored in the independent system operator database;

storing the amount of money the manufacturer owes the retailer in the independent system operator database;

providing the retailer and manufacturer access to the independent system operator database during the conduct of the trade promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion; and

facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer.

~~Please amend Claim 33 as follows:~~

33. (Twice Amended) A method for enabling a retailer and a manufacturer involved in a plurality of trade promotions for a plurality of products to independently verify the terms of the trade promotions, said method comprising the steps of:

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capturing the terms of the trade promotions at least including promoted product identification and payment term information in an independent system which operates independently from the retailer and the manufacturer;

storing the captured terms of the trade promotions in an electronic database of

yb4
cont'd the independent system; and

enabling the retailer and the manufacturer to access the electronic database of
the independent system to determine the stored terms of the trade promotions.

Please amend Claim 37 as follows:

37. (Twice Amended) A system for administering a trade promotion for a promoted product between a retailer and a manufacturer, said system comprising:

yb5 an independent system having a processor and an electronic database accessible by the processor which are adapted to capture and store the terms of the trade promotion for the promoted product at least including promoted product identification and payment term information for said trade promotion, to collect from the retailer promoted product POS data for the promoted product of the trade promotion from the retailer, to process the collected promoted product POS data in accordance with the stored payment term information of the trade promotion in the electronic database to determine an amount of money the manufacturer owes to the retailer for the trade promotion, and to facilitate the manufacturer's payment of the amount of money determined to be owed to the retailer for the trade promotion;

a retailer system in communication with the independent system, having a processor adapted to collect promoted product POS data for the promoted product from a plurality of retailer stores, to consolidate the promoted product POS data, and to transfer the promoted product POS data for the trade promotion to the independent system; and

*YB5
cont'd*
~~a manufacturer system in communication with the independent system.~~

~~Please amend Claim 47 as follows:~~

47. (Amended) A method for an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

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capturing terms of the trade promotion for the promoted product at least including promoted product identification and payment term information for said trade promotion;

storing the captured terms of the trade promotion in an independent system operator database;

receiving from the retailer promoted product POS data for the promoted product of the trade promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with the stored payment term information of the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

~~Please amend Claim 68 as follows:~~

68. (Amended) A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

means for the independent system operator to capture terms of the trade promotion for the promoted product at least including promoted product identification and payment term information for said trade promotion;

y37
means for the independent system operator to collect from the retailer promoted product POS data for the promoted product from at least one in-store POS system of the retailer;

means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and the payment term information of the trade promotion; and

means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion.

~~Please amend Claim 74 as follows:~~

74. (Amended) A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

storing the terms of the trade promotions at least including promoted product identification and payment term information for said trade promotion in an independent system operator database;

providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions;

B8 cont'd
receiving from the retailer promoted product POS data during the trade promotions from at least one in-store POS system of the retailer;

storing the promoted product POS data in the independent system operator database;

determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and the payment term information of the trade promotion;

storing the amount of money the manufacturer owes the retailer in the independent system operator database;

providing the retailer and manufacturer access to the independent system operator database during the conduct of the trade promotion to determine the amount of money the manufacturer owes the retailer for the trade promotion; and

facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer.

~~Please amend Claim 77 as follows:~~

B9
77. (Amended) A method for independent system operator to administer a trade promotion for a product involving a manufacturer and a retailer having at least one

store with an in-store POS system, said method comprising the steps the independent system operator:

capturing terms of the trade promotion including an identification of the retailer, an identification of the manufacturer, a trade promotion type, a UPC Code for the promoted product, a payment value for the promoted product, and link codes for associated discounts if the trade promotion is an electronic discount trade promotion;

b39
storing said captured terms of the trade promotion in an independent system operator database;

receiving from the retailer promoted product POS data for said trade promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with the payment value for the promoted product of the trade promotion stored in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

b310
Please amend Claim 88 as follows:

88. (Amended) A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a retailer having a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

capturing terms of each of the trade promotions for each of the promoted products at least including promoted product identifications and payment term information for said trade promotions;

storing the captured terms of each of the trade promotions in at least one independent system database;

receiving from the retailer consolidated promoted product POS data including promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailer;

processing the promoted product POS data the promoted products in accordance with the stored payment term information of the trade promotions in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailer for the trade promotions; and

facilitating the manufacturers' payments of the amounts of money owed to the retailer for the trade promotions.

[Please amend Claim 89 as follows]

89. (Amended) A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a plurality of retailers where each retailer has a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

capturing terms of each of the trade promotions for each of the promoted products at least including promoted product identifications and payment term information for said trade promotions;

storing the terms of each of the trade promotions in at least one independent system database;

receiving from the retailer consolidated promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailers;

processing the promoted product POS data for each of the promoted products in accordance with the stored payment term information of the trade promotions in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailers for the trade promotions; and

facilitating the manufacturers' payments of the amounts of money owed to the retailers for the trade promotions.

*4310
cont'd*

[Please amend Claim 90 as follows:]

90. (Amended) A method for an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

capturing terms of the trade promotion for the promoted product at least including promoted product identification and payment term information for said trade promotion;

storing the captured terms of the trade promotion in an independent system operator database;

enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion;

enabling the retailer to change at least one of the stored terms of the promotion prior to the start of the trade promotion, capturing any changed terms of the trade promotion and storing any changed terms of the trade promotion in the independent system operator database;

enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion;

receiving from the retailer promoted product POS data for the promoted product of the trade promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with the stored payment term information of the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion;

verifying that the promoted product POS data is within acceptable tolerances;

enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.